

Social Media Policy

“Social Media” is the term given to websites, online tools and interactive communication technologies that allow users to interact with one another to share information, opinions, knowledge, photos and interests. Examples of social media include such web platforms as blogs, message boards, wikis, social and professional networking websites, and content sharing sites.

Social media is a great way to connect with others, exchange knowledge, share information and promote cooperation.

However there are also possible risks for both firefighters and the Department related to each of the various forms of social networking. The purpose of this document is to inform firefighters about the policy of the Glendale Fire Department with regard to social media in order to ensure that they remain in compliance with this policy when using multi-media and social networking websites.

Basic Rules to Follow when Using Social Media

Below are the current and official "Glendale Fire Department Social Media Guidelines." These will be reviewed and adapted periodically to reflect emerging technologies and online social tools. The rules for social media continue to evolve as new technologies and social networking tools become available.

1. Firefighters have no reasonable expectation of privacy when using Glendale Fire Department owned or provided devices or networks. The Glendale Fire Department reserves the right to monitor use of its devices or networks, including but not limited to Internet access and social media use; to retrieve data from third party service providers paid by the Glendale Fire Department; and to shut down, without prior notice, any Glendale Fire Department sponsored social media platform for any reason, and to delete content on its social media sites without providing a reason or notification at its sole discretion. The Glendale Fire Department further reserves the right to block access from its networks and assets to any internet site at its sole discretion as permitted by applicable law.
2. Any software or other downloads on Glendale Fire Department equipment or devices must comply with IT guidelines, licensing compliance and protections against viruses, spyware, malware or other threats to Company systems.
3. Social media activities should not interfere with work commitments.
4. Information published on social media sites should comply with the Glendale Fire Department's confidentiality policies.
5. Glendale Firefighters are personally responsible for the content they publish on-line, whether in a blog, social media site or any other form of user-generated media. Be mindful that what you publish will be public for a long time—protect your privacy and take care to understand a site's terms of service.

6. Identify yourself—name and, when relevant, role at the Glendale Fire Department—when you discuss the Glendale Fire Department or Glendale Fire Department -related matters. You must make it clear that you are speaking for yourself and not on behalf of the Glendale Fire Department.
7. If you publish content online relevant to the Glendale Fire Department in your personal capacity use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent the Glendale Fire Department's positions, strategies or opinions."
8. Be respectful to the department, your colleagues, and the general public.
9. Respect copyright, fair use and financial disclosure laws.
10. Only members of the Department who are assigned the responsibility to be spokespersons are authorized to act as spokespersons on behalf of the Glendale Fire Department on any topic in any forum or in response to any inquiry.
11. Don't use the Glendale Fire Department logos or trademarks unless approved to do so.

This policy applies to all members of the Glendale Fire Department. Please sign below to acknowledge that you have read and agreed to abide by the above policy. If you have any problems in regard to abiding by this policy please talk to your Captain about your concerns.

Signed:

Print Name:

Date Signed: